



THE SKINNY Media Kit 2022

THE SKINNY

Scotland's free, monthly magazine covering all things cultural with a grassroots focus.

The Skinny celebrates creativity.



“Being featured on the cover of The Skinny was a very significant moment for us. The feature delved deeper than just skimming the surface of what we do - something we value a lot when so many interviews just ask the same questions.”

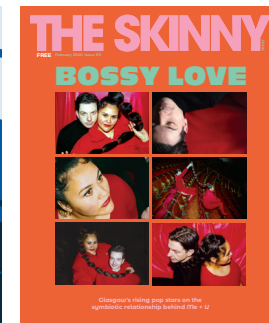
Free Love
(Suzi and Lewis Cook)

COVER TO COVER



“One of the success stories in independent journalism”

Ninja Tune
(Tom Adcock,
senior publicist)

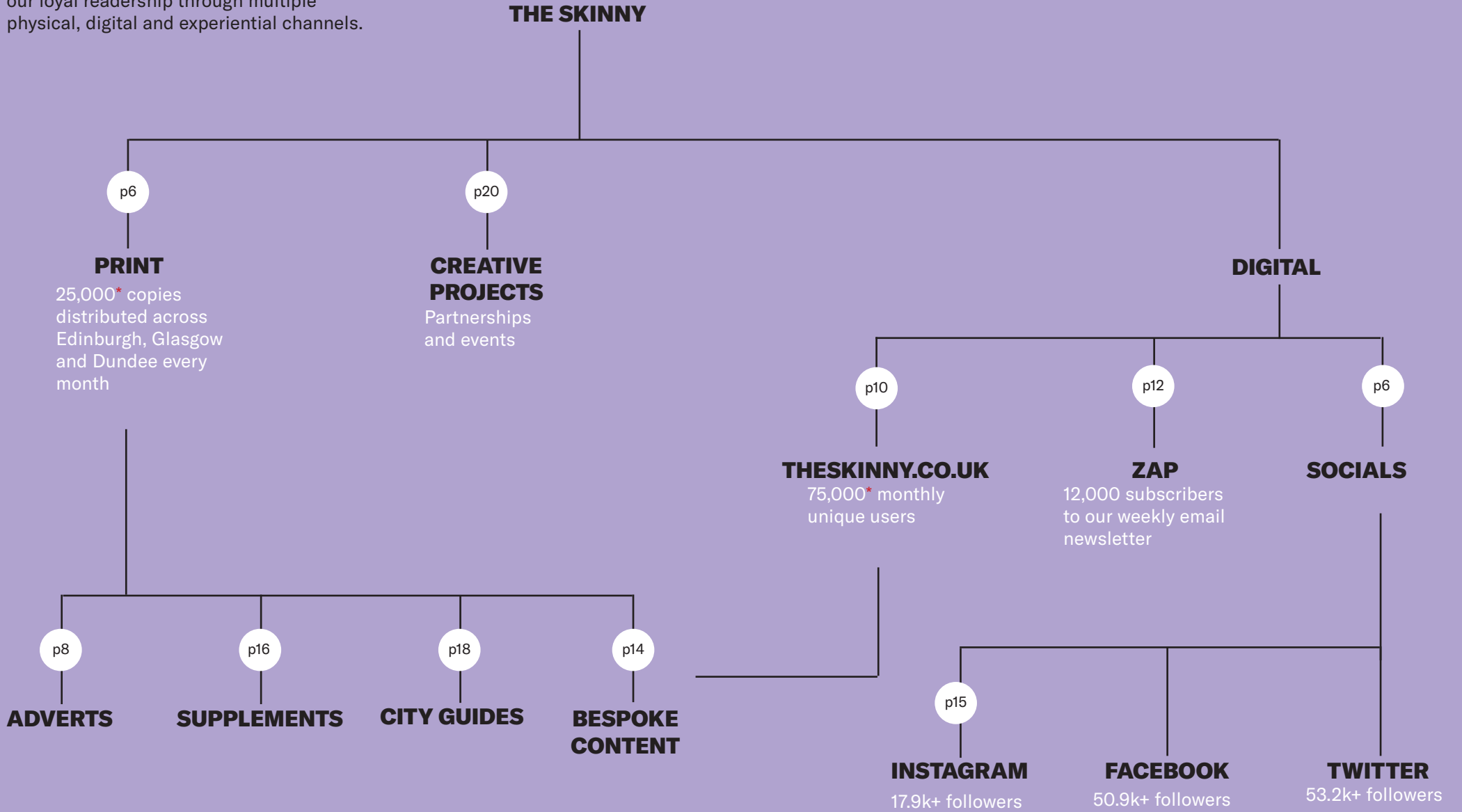


As well as being stitched into The Skinny September issue, we also print 25,000 stand-alone copies of our Student Guide, which are handed out at freshers fairs.

GET INVOLVED

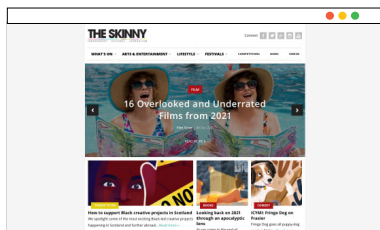
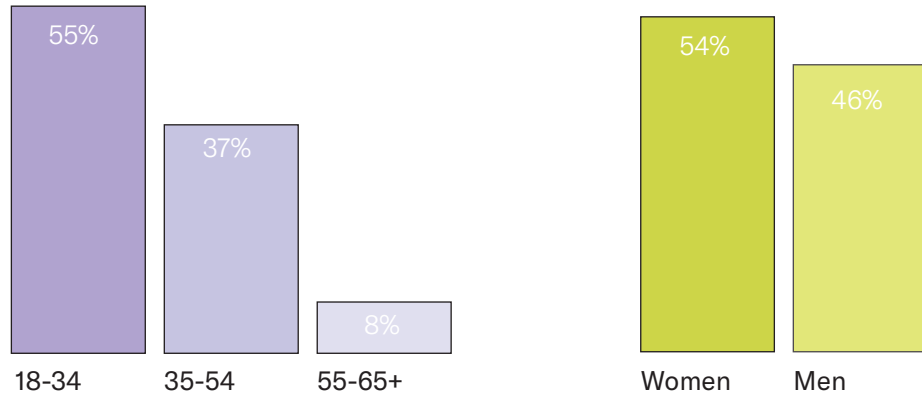
It's not all about print. As an agile media brand, we communicate with our loyal readership through multiple physical, digital and experiential channels.

* Our print and web figures are still recovering from the pandemic - get in touch to find out the latest.

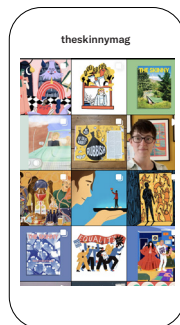


READERS & REACH

The Skinny reader is young, has cash, and goes out. Culturally adventurous, our core demographic is 18-34 years old, ABC1 and a roughly even gender split, favouring women.



75,000* monthly unique users, 175,000* monthly page views and 12,000 email subscribers



120,000+ social media followers across Facebook, Twitter and Instagram



25,000* free monthly copies and 120,000* monthly readers

*Figures still recovering from pandemic
All prices listed are exclusive of VAT

STAMPS OF APPROVAL

Don't take our word for it. Here is a small selection of the organisations who support The Skinny.

BOMBAY SAPPHIRE



V&A



EDINBURGH INTERNATIONAL FESTIVAL



EDINBURGH THE CITY OF EDINBURGH COUNCIL



ROCK ACTION



Would you like to stock The Skinny? Get in touch!

DISTRIBUTION PARTNERS



In healthier times, our magazine can be found at over 500 distributors, including airports, throughout Edinburgh, Glasgow and Dundee. Since the 2020 pandemic we have been tactically adjusting our distribution strategy on a monthly basis, currently serving over 300 venues and growing all the time.

To find out where to pick up the latest issue, scan this QR code or point your browser to theskinny.co.uk/new-issue

PRINT ADVERTISING

Since 2005 The Skinny's flagship monthly* printed magazine has been a trusted source of events and culture recommendations in **Glasgow, Edinburgh** and **Dundee**.

The **biggest arts and culture mag** in the country, and printed on distinctive **trimmed-tabloid size** recycled newsprint, The Skinny provides unique access to the discerning **18-34 year old** culture consumer in Scotland.

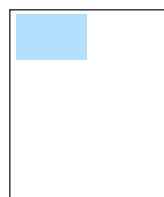
Print artwork should be **300dpi, CMYK** and sent as either a **JPEG** or a **PDF** with all layers, fonts and images embedded.

Need a hand putting together your ad artwork? We offer in-house design** by professional designers for an additional fee.

Send adverts to adverts@theskinny.co.uk

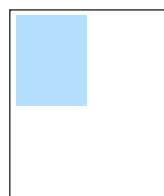
*turn to p23 for dates / deadlines

**subject to capacity



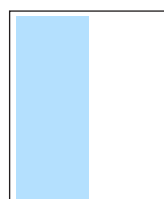
1/8 Box
117.5mm(w) x 73mm(h)

£295



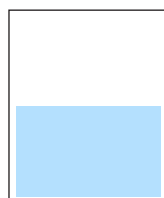
1/4 Box
117.5mm(w) x 150mm(h)

£495



1/2 Vertical
117.5mm(w) x 304mm(h)

£795



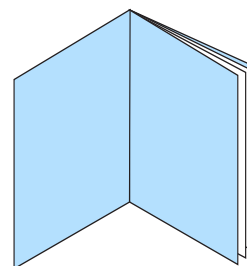
1/2 Horizontal
239mm(w) x 150mm(h)

£795



Full Page
Bleed: 275mm(w) x 342mm(h)
Trim: 265mm(w) x 332mm(h)
Type Safe: 240mm(w) x 310mm(h)

£1245



Priority Positions

B: 275mm(w) x 342mm(h)
T: 265mm(w) x 332mm(h)
TS: 240mm(w) x 310mm(h)

Inside Front Cover: £1645
Page 3: £1645
Outside Back Cover: £1745

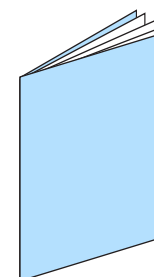


DPS (Double-Page Spread)

B: 540mm(w) x 342mm(h)
T: 530mm(w) x 332mm(h)
TS: 500mm(w) x 310mm(h)

£2250

There's no need to include crop marks on any of our adverts and we only require a bleed on Full Page adverts.



Cover Wrap

Consists of front cover, IFC, IBC and OBC
B: 540mm(w) x 342mm(h)
T: 530mm(w) x 332mm(h)
TS: 500mm(w) x 310mm(h)

£9500

Need a hand getting the specs right?
Check out our handy template files at
theskinny.co.uk/specs

Our website isn't just an engaging platform for all our news and features. It's a dynamic way of reaching our tech-savvy readership, via high-impact display units (p11) and custom promoted content (p14).

- ▶ 75,000 unique users per month
- ▶ 175,000 page impressions per month
- ▶ 0.18% average click-through rate
- ▶ 49% of traffic from mobile devices

Tech specs:

- ▶ Traditional image formats and rich media accepted
- ▶ Maximum file size 1mb
- ▶ Please submit files 5 days before live date

For detailed specs and advert templates, please head to theskinny.co.uk/specs

How much does it cost?

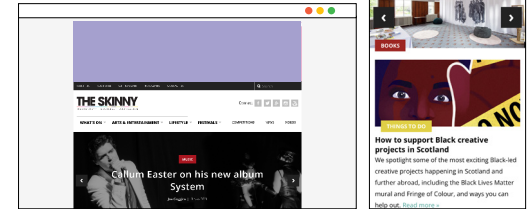
The cost of advertising on theskinny.co.uk is determined by pageviews or **impressions**. This means you pay for the **actual number of times your advert will be seen** (CPM, cost per thousand impressions).

- 1 Choose an advert type from those on the right
- 2 Decide how many times you'd like your advert to appear on our site (impressions)
- 3 Multiply the CPM cost by the impressions (in thousands)

Impressions	Billboard (£18 CPM)	MPU (£20 CPM)
10,000	£180	£200
20,000	£360	£400
30,000	£540	£600

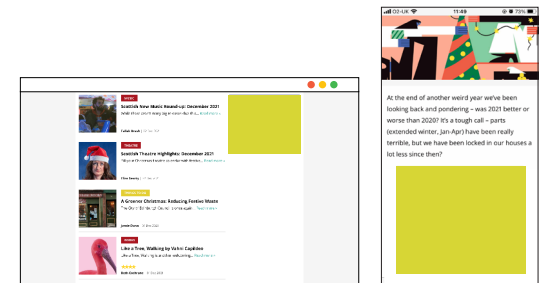
Billboard £18 CPM

Desktop: 970px(w) x 250px(h)
Mobile: 320px(w) x 50px(h)



MPU £20 CPM

Desktop & Mobile:
300px(w) x 250px(h)



For detailed specs and advert templates, please head to theskinny.co.uk/specs

Takeovers

Book one of our web takeovers to become the exclusive advertiser on a section (e.g. music, film, students) or the whole of theskinny.co.uk.

Section: **£150** per week
Site: **£250** per day



Includes:
MPU
Billboard
Reskin

THE SKINNY ZAP

An organically grown, effortlessly informed weekly events newsletter.

- ▶ Every **Friday**
- ▶ Top weekly recommendations
- ▶ 12,000+ subscribers
- ▶ Also hosted on theskinny.co.uk
- ▶ Posted via social networks 120,000+ friends/followers

Please provide artwork to your sales contact no later than **Monday** prior to inclusion.

THE SKINNY ZAP

Box Advertising £120
300px(w) x 250px(h)



Banner Advertising £240
600px(w) x 250px(h)



Advertorial £300
600px(w) x 250px(h)

Image + 75 words

Reader Offers £30
per week

BESPOKE SOLUS EMAIL

Create your own bespoke email and send your message direct to our ZAP signups. The Skinny team can help you create a beautifully engaging message to suit our reader's demands and convey your campaign effectively.

£700 + £100 Production Fee →



Photos by Marilena Vlachopoulou, commissioned by The Skinny on behalf of Dr Martens



Hangin' Tough

There's no denying that the past 18 months have been hard for everyone, but the music industry was hit particularly hard, with everything seemingly shutting down overnight. Only now are things getting back to normal and it's going to take a while for Scotland's music scene to fully heal.

Through their **Tough As You Initiative**, Dr. Martens are celebrating the people in their local communities who, despite this, continue to create access to creative opportunities at a grassroots level. Keen to highlight diversity and to help open doors for underrepresented talent, Dr. Martens not only want to help shape the future of the music industry, but challenge the industry itself.

We spent some time with four Edinburgh and Edinburgh-based individuals who work tirelessly behind the scenes to create space and opportunities that will lead to positive change in the Scottish music industry on a whole – [click here to read our in-depth chats with the group](#).

Scroll on to learn a bit about everyone involved, with photos by [Marilena Vlachopoulou](#) shot at iconic Edinburgh venues Quality Yard, The Biscuit Factory and The Pitt.



Nick Stewart, Director and Booker, Sneaky Pete's

Nick's start in the Scottish music industry was a bit of an unconventional one – he was the cleaner at Cabaret Voltaire before an opportunity arose for him to manage Red Vodka Bar in the Cowgate which he went on to transform into the now much-loved **Sneaky Pete's**.

BESPOKE CONTENT

For campaigns requiring a more tailored approach.

Use The Skinny to tell your story. We can use our seasoned journalists to develop engaging print and web content to your brief.

Half page print article:
£795 + £150 production fee

Full page print article:
£1245 + £150 production fee

DPS print article:
£2250 + £300 production fee

Web article:
(Includes social media posts):
£1200 + £100 production fee

Photography and illustration can be included at an additional cost.



Festive Gift Guide

Sometimes we create composite opportunities where multiple clients can book inclusions in the same article, such as our Shop Local festive gift guide every December issue. This can be an economical alternative – or addition – to bigger campaigns, and is a great option for smaller local businesses.

Cost: **£150** for an image and 50 words of copy



GET INTERACTIVE

Try giving your campaign an interactive element to really amplify your engagement with our readers.



Instagram

Take advantage of our fastest-growing social platform by engaging directly with our 18k Instagram followers.

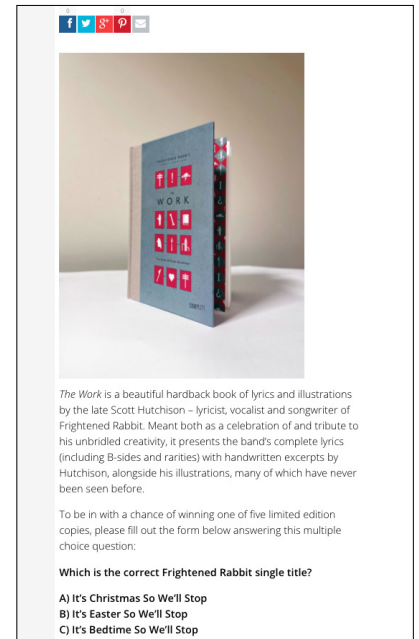
Get 24 hours of access to **@theskinnymag** and have fun posting to our Stories and Grid.

Cost: **£750**

Competitions

Who doesn't like free stuff? Simply provide 100 words of copy, a hi-res image and an exciting prize, and we'll do the rest: craft a bespoke page, share it via our social channels (120,000+) and The Skinny Zap mailing list (12,000+), and we'll pick the winners for you.

Cost: **£500**

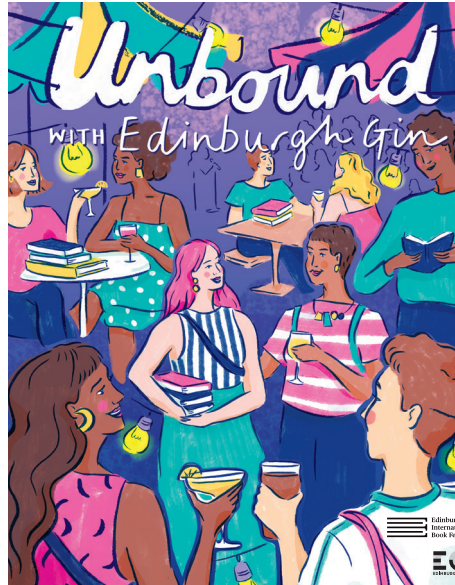


SUPPLEMENTS

For when a single article or advert won't quite cut it, we can make you a whole new publication.

We'll turn our in-house expertise to creating a unique multi-page exploration of your event, festival or exhibition, all according to your brief. This can be stitched into The Skinny or printed as a high-quality stand-alone magazine.

Every project is quoted bespoke – please get in touch to find out more.



FEST MAGAZINE

Established in 2002, our sister magazine Fest has grown to become the biggest free guide to the Edinburgh festivals. Now we've taken it Down Under to cover the festivals in Adelaide, Australia, too.



Fest Edinburgh

- ▶ Official media partner to the Edinburgh Festival Fringe
- ▶ Tactical frequency of editions providing comprehensive festival visibility
- ▶ Compact A5 size for easy portability
- ▶ Targeted distribution to box offices and key venues
- ▶ 2022 plans still TBC - get in touch to hear the latest

Fest Adelaide

- ▶ Only dedicated festival magazine in the city, est. 2018
- ▶ Prints a competitive 25,000 copies total, and growing
- ▶ Four editions: one Preview, three Festival issues during February and March
- ▶ Same winning formula of pocket-sized A5 editions and strategic distribution
- ▶ Edition currently on pause while travel is restricted

For rates and more information, talk to George (george@fest-mag.com) or head to fest-mag.com/advertise

Got a show at Edinburgh and Adelaide? Ask about cross-festival packages.

THE SKINNY GUIDE TO...

Looking to target culture-hungry tourists in Scotland's cities? Try our three compact Guides to Edinburgh, Glasgow and Christmas.

Offering insider's guides to the cities plus tips on things to do in the surrounding areas, these free A5 print publications provide a curated tour of restaurants, bars, galleries, record stores and bookshops, with a focus on supporting local businesses and community projects.

Our portable, pocket-sized Guides will be a handy resource for tourists – and the best way to tell them about your business.



To secure your advertising space, or ask any questions, please email sales@theskinny.co.uk or call 0131 467 4630

Circulation:

Between 20,000-40,000 free copies per Guide

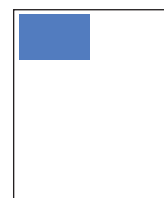
- ▶ **Edinburgh & Glasgow Guide street dates: 1 July 2022**
- ▶ **Artwork deadline: 21 June 2022**
- ▶ **Christmas Guide street date: 25 Nov 2022**
- ▶ **Artwork deadline: 15 Nov 2022**

Distribution:

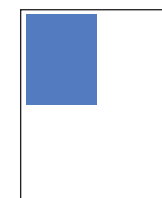
Available for free in culture and hospitality venues, city centre supermarkets, hotels and airports (Edinburgh & Glasgow arrivals, Gatwick departures)

Artwork Checklist

- File is a flattened PDF, TIFF or JPEG
- Resolution is 300dpi
Correct size and orientation
- Colour profile is CMYK
- Legible typesize (5.5pt min)
- Full page ads have correct bleed and safe area sizes
- No crop or bleed marks

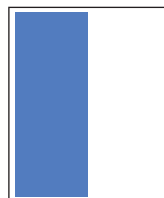


1/8 Box
60mm(w) x 45mm(h)
£195

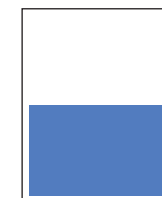


1/4 Box
60mm(w) x 93mm(h)
£325

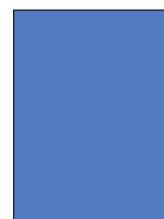
There's no need to include crop marks on any of our adverts and we only require a bleed on Full Page adverts.



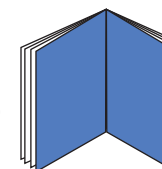
1/2 Vertical
60mm(w) x 188mm(h)
£495



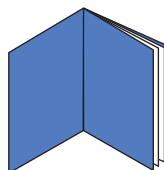
1/2 Horizontal
123mm(w) x 93mm(h)
£495



Full Page
B: 154(w)mm x 216mm(h)
T: 148(w)mm x 210mm(h)
TS: 128(w)mm x 190mm(h)
£825



DPS
B: 308mm(w) x 216mm(h)
T: 296mm(w) x 210mm(h)
TS: 256mm(w) x 190mm(h)
£1495



Priority Positions
B: 154(w)mm x 216mm(h)
T: 148(w)mm x 210mm(h)
TS: 128(w)mm x 190mm(h)

Inside Front Cover/Page 3
Outside Back Cover

£1250
£1375

CREATIVE PROJECTS & PARTNERSHIPS

We're more than just a print and digital platform. Through exciting partnerships, we've curated exhibitions, made podcasts, hosted short film competitions, given out comedy awards, sponsored music festival stages, run club nights and put on more gigs than you can shake a mic at. Here are a few examples:



Photo by Alice Meikle

Loading Bay Launch

We organised the launch party for Glasgow's first indoor skate park, complete with DJs, drinks and – of course – a slick skate video after the event.



We Are 1 of 100

Early pandemic, we wanted to create something of value for our readers and the industry. We teamed up with limited edition T-shirt maker 1 of 100 to produce our Show Up for the Arts! tee.



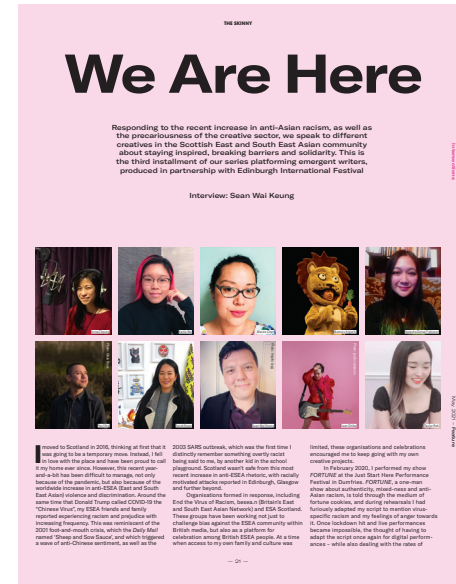
Photo by Stevie Powers

Kelburn Garden Party

For 2022, we are continuing our partnership with the West Coast's longrunning jewel of a music festival by curating our own stage for the weekend – The Skinny Stage – selecting the best local and up-and-coming artists.

Contact Tom to find out more
tom@theskinny.co.uk

WRITER DEVELOPMENT



We know that good writers don't just appear out of thin air. We're also sensitive to the fact that not every budding journalist gets access to the training, resources or opportunities they need in order to flourish.

Beyond simply commissioning emerging writers as often as we can, we have also sought to partner with arts organisations to craft formalised development programmes, especially those supporting marginalised groups. These come in a variety of forms, but all involve mentorship by our team, hands-on experience in their chosen field, and the chance to have their work published (and read by thousands).

In 2020-21 we've worked with some of Scotland's leading cultural organisations to develop and platform writers at the very beginning of their careers.

These include **Edinburgh International Festival**, **Scottish Queer International Film Festival**, **Glasgow Youth Film Festival**, **Edinburgh International Film Festival**, **Disability Arts Online**, **Glasgow School of Art**, **Edinburgh College of Art**, **LUX Scotland** and **Alchemy Film & Arts** among others. In 2022 we hope to build on this still further. We're also fortunate to see our writers consistently win awards, such as the **PPA Scotland Awards** or the **Allen Wright Awards for Excellence in Fringe Journalism**.

If you'd like to know more – or get involved – drop us a line.



Becky Hill live at TRNSMT, Glasgow. Photo: Allan Lewis

2022 STREET DATES & DEADLINES

	Booking	Artwork	Street
January 2022	8 Dec	14 Dec	4 Jan
February	19 Jan	25 Jan	1 Feb
March	16 Feb	22 Feb	1 Mar
April	16 Mar	22 Mar	29 Mar
May	20 Apr	26 Apr	3 May
June	18 May	24 May	31 May
July	22 Jun	28 Jun	5 Jul
August	20 Jul	26 Jul	2 Aug
September	17 Aug	23 Aug	30 Aug
October	21 Sep	27 Sep	4 Oct
November	19 Oct	25 Oct	1 Nov
December	16 Nov	22 Nov	29 Nov
January 2023	12 Dec	16 Dec	4 Jan

PAYMENT Ts & Cs

- ▶ Print advertising clients have 7 days after street date to make payment
- ▶ All invoicing is electronic unless otherwise stated
- ▶ Up to 30% may be added to your invoice as a late payment charge if you do not pay by the agreed date
- ▶ You will have 48 hours after booking to cancel your advert after which time you will be liable for the full cost of the advertising booked
- ▶ If advertising is booked but artwork not provided by the deadline, the client is still liable for the cost of the advertising

Full terms and conditions can be found at:
theskinny.co.uk/about/advertising-terms-and-conditions

THE SKINNY


The Skinny
M9, Codebase,
Argyle House
3 Lady Lawson Street,
Edinburgh EH3 9DR
+44 (0)131 467 4630


Advertising: sales@theskinny.co.uk


Commercial Director: sandy@theskinny.co.uk

Fest Director: george@fest-mag.com

Creative Projects Manager: tom@theskinny.co.uk

 /theskinnymag

 @theskinnymag

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